

Just for You





...Yes, just for you

A GENEVA PERSONALIZED KITCHEN

Every housewife has different tastes, ideas, and working habits. She is unlike any other woman—and wants to be, especially where her home is concerned. By combining her ideas with the expert knowledge of a GENEVA kitchen planner, she can create a kitchen that is as practical as she dictates and as individual as her whims desire. The extensive line of GENEVA steel cabinets provides limitless combinations that can fit *your* pet plan, whether it be for a cottage or a modern day castle.











IF YOU HAVE *color on your mind*

Kitchens can be as gay as you want them with this selection of colors provided by GENEVA. Each color has been carefully hand-picked from dozens of shades as the one which will harmonize best with other colors, either in the kitchen or adjacent rooms. All are colors that you'd love to live with. Stunning kitchens may be created by using combinations of these colors; for example, Sandalwood base units and Butter Yellow wall cabinets, or Dove Gray base cabinets used with Blossom Pink for the wall cupboards. If you prefer the standard white cabinets, there is still plenty of chance to introduce the colors of your choice in the counter tops, floor, walls, soffits, ceiling and curtains.

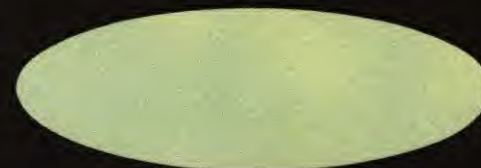
For those who plan a "living kitchen" which is open to other areas of the house, GENEVA has an entirely new DÉCORTONE design, which may be applied over any color to create a dramatic textured effect. To see this latest innovation for modern living, turn to Page 19 where the DÉCORTONE is used over a base color of Sandalwood.



Printed colors may not necessarily be a true match to actual Geneva colors. Your Geneva dealer has color paint samples.



BLOSSOM PINK



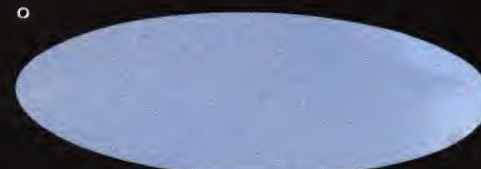
WILLOW GREEN



BUTTER YELLOW



SANDALWOOD



POTTER'S BLUE



DOVE GRAY



STUNNING GENEVA KITCHENS

for the large or small home



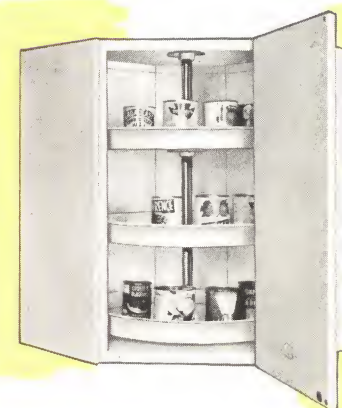
Whether you have space galore . . . or a small, compact apartment-size kitchen area, GENEVA can furnish a kitchen to delight your taste and meet your requirements. Cabinets will be of easy-to-clean steel that cannot warp or stick. Cost can be tailored to fit your budget . . . and amortized over a long period of time. If you are building a new home or remodeling an older one, you'll be glad you insisted on the finest . . . a GENEVA steel kitchen . . . *personalized for you.*





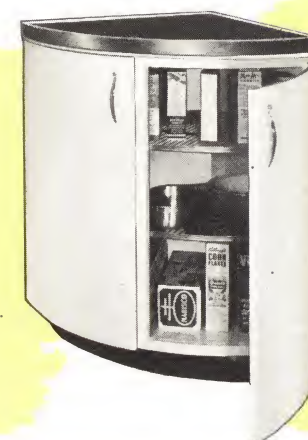
BUILT-IN OVEN AND RANGE UNITS

Trend to built-in cooking equipment has assumed the proportions of a revolution in the kitchen. These units allow greater flexibility in planning, increase efficiency and eliminate stooping. Geneva has designed special units to accommodate most every type of nationally known brands.



SPIN SHELF

A simple flick of the finger brings contents of three shelves to the front of cabinet. Ball bearing action is absolutely quiet, effortless beyond words.



QUARTER ROUND

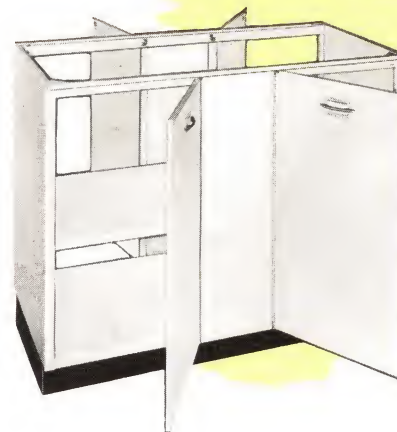
Adds beauty to looks of a kitchen and is practical, too. On peninsulas, islands or straight walls it adds extra clearance. Has two shelves.



GENEVA

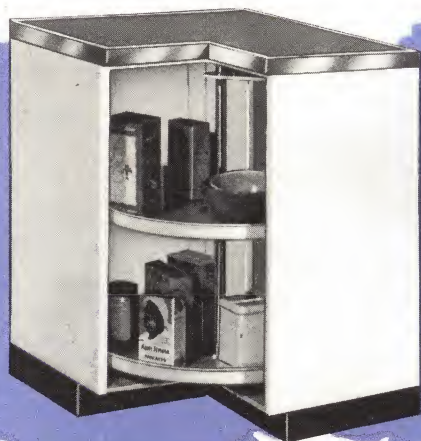
SPECIAL PURPOSE CABINETS

to save you time and steps



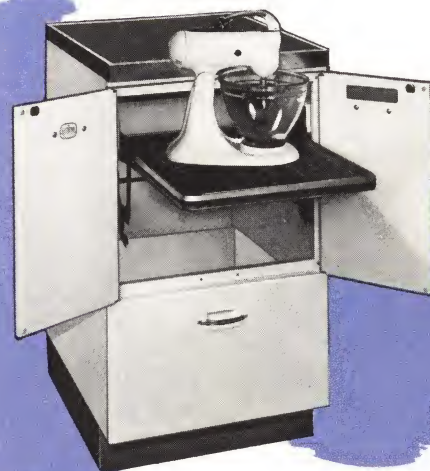
PENINSULA CABINET

Ideally suited for snack bars or peninsulas. Four doors allow free access to storage space. Solid shelf is welded in.



MERRY-GO-ROUND

Converts hard-to-reach corners into convenient storage. Push door and shelves bring contents within easy reach. Then you can leave it, door closes automatically.



POP-UP MIXER

Now the mixer has its place—mounted on this counterbalanced platform. Up—it's ready for instant use. Down—it is neatly out of sight.



PULL-OUT TABLE

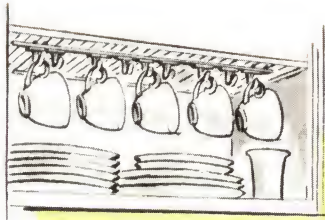
This 30" wide cabinet has hidden shelf which pulls out to form snack table or lowered counter space. Finished in gray vinyl covering.



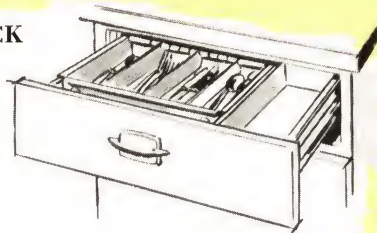
9" UTENSIL UNIT

Has multitude of uses. May be used for tray storage, conventional shelf storage or hang strainers, spatulas, etc. on sliding pullout board.

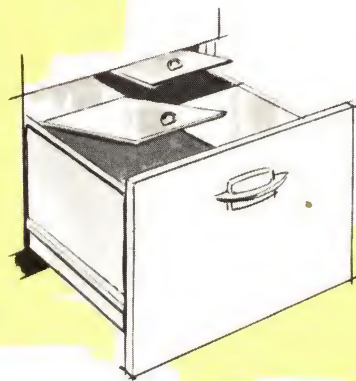
Everything at your fingertips...WITH THESE



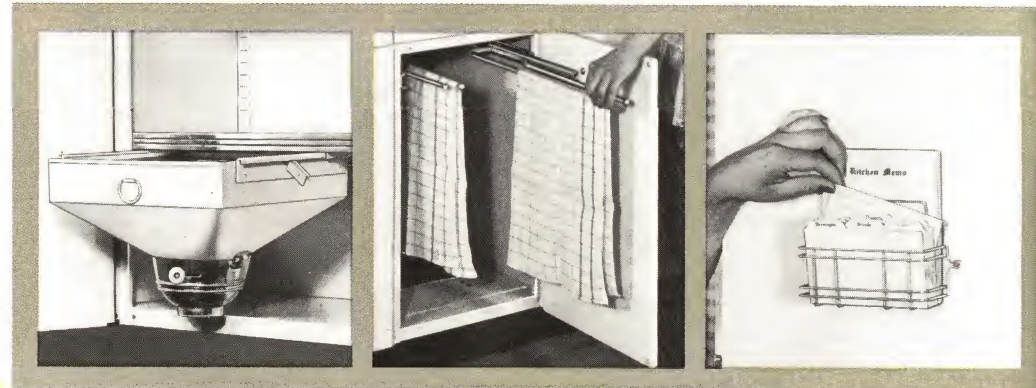
CUPHOOK RACK



CUTLERY TRAY



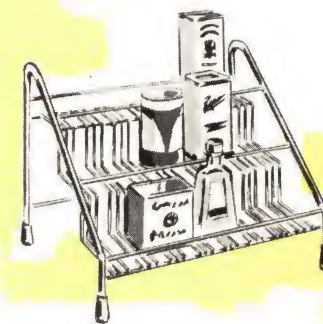
FLOUR, MEAL & SUGAR BIN



SLIDING FLOUR BIN

SLIDING TOWEL RACK

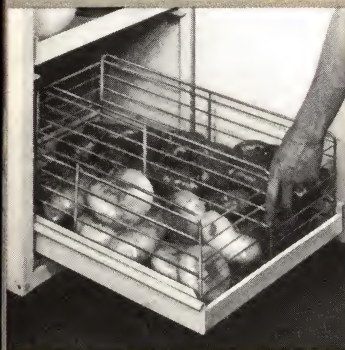
RECIPE RACK



CONDIMENT RACK



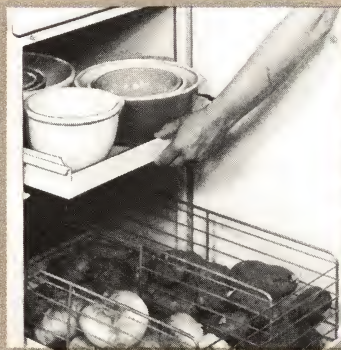
BREAD BOX



VEGETABLE BIN

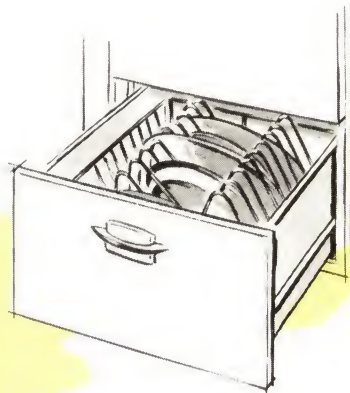


CUTTING BOARD



SLIDING SHELF

GENEVA ACCESSORIES



LID OR TIN FILE



GLASS DOORS



BASE END SHELF

GLASS SHELVES

GRILLE DOORS





THERE'S A GENEVA SINK



42" MODEL

This unit features a pressed steel porcelain sink top with single bowl. Ideal for small space, yet cabinet has ample cupboard and drawer storage space. This model is frequently used in small, apartment kitchens where space is limited.



54" OR 60" SINK

Top is Geneva's famous Heirloom Stainless Steel, seamless throughout. No germs or odors can accumulate on any Geneva stainless steel sink. 54" unit has single bowl, 60" size contains double bowls with lowered divider.

to meet your specific need and preference

GENEVA offers a handsome array
of sinks in sizes to suit any type kitchen.
Deluxe sink cabinets are a dream to work with
for every convenience feature is included.
It's true—there is not a finer sink
made anywhere.



66" DELUXE MODEL

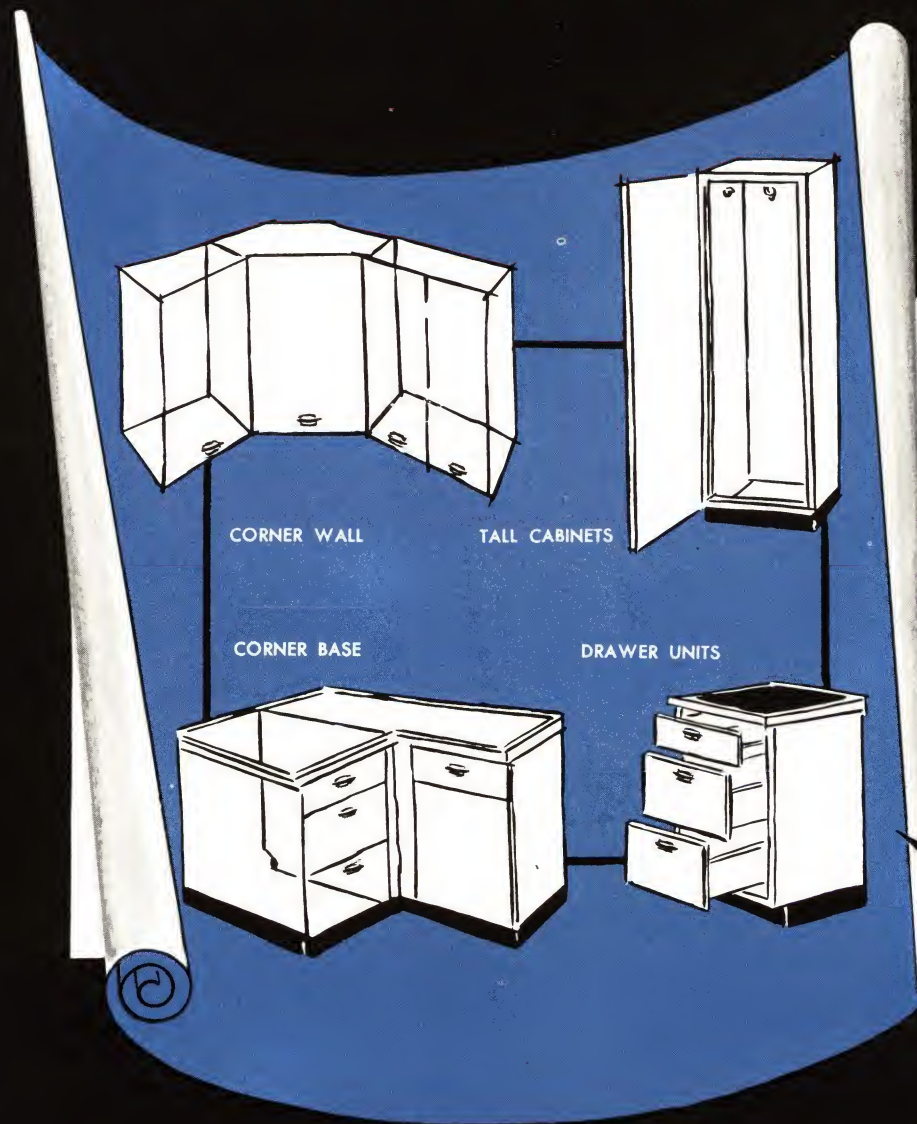
Available with either double bowl porcelain (above) or glowing stainless steel surface top. This roomy cabinet forms a complete work center in itself. Note recessed center section for knee room, sliding shelf and variety of drawers. Here is quality construction at its best.



LIFETIME STAINLESS STEEL

You are assured a lifetime of trouble-free service when you specify a GENEVA stainless steel sink for your kitchen. Stainless clear through, this sink is not affected by fats, acids or alkalies, actually becomes more radiant with use. Available in 36", 54", 60", 66", 72", 84" and 96" sizes.

GENEVA'S VERSATILITY PERMITS CUSTOM DESIGNING



GENEVA makes more standard cabinet sizes than any manufacturer and maintains a big Specials Department that turns out any type of odd sized or shaped units. The combination enables true custom tailoring of the kitchen, regardless of size or shape.

Cabinets are made of finest steel, completely die formed and electrically welded to assure uniform top quality. Shown here are the basic units of the line.



BASE CABINETS

Roomy cupboards with sturdy, solid steel shelves are designed to hold all types of supplies. Drawers glide smoothly on nylon rollers, open and close quietly at the touch of a finger. You can actually feel the quality by opening a drawer. Best of all, they can never warp or stick. Many all-drawer units complete assortment.

.. at a modest cost



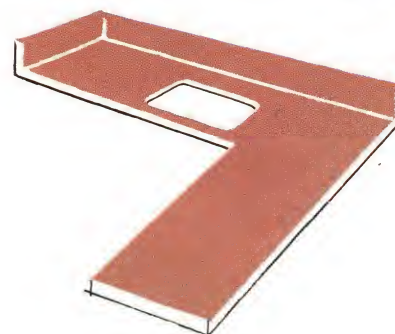
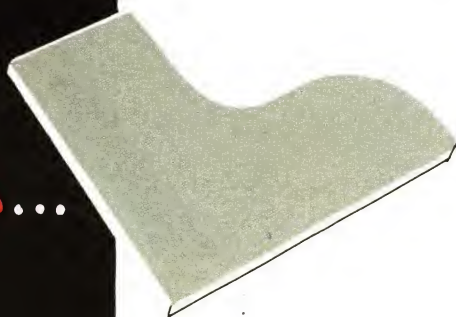
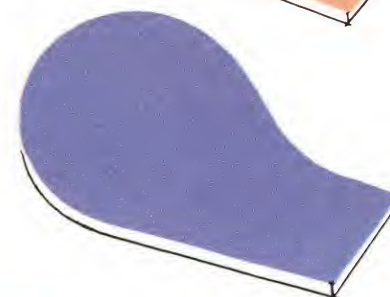
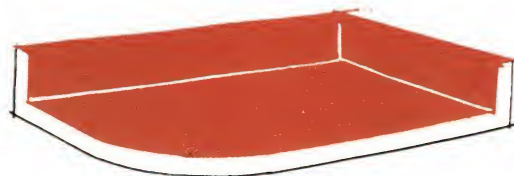
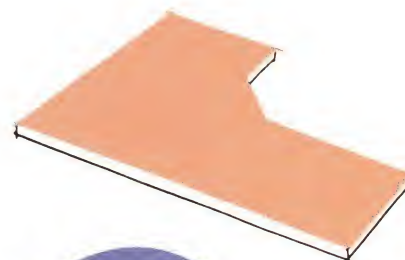
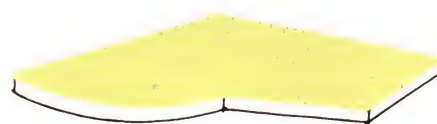
WALL CABINETS

There are wall units to fill every essential need in the kitchen. They are deep enough to hold the largest dinner plates, designed to take every advantage of the space they occupy. Geneva features open-view wire shelves which are instantly adjustable, cannot collect dust. Sleek lines of the cabinets result in smooth sanitary surfaces that are easy to keep clean.

Continuous Counter Tops

GIVE YOUR GENEVA KITCHEN THAT TAILORED LOOK

Custom built counter and sink tops eliminate unsightly joints and moulding strips, make neater, more sanitary installations. GENEVA makes tops in any size or shape in practically any Formica color or pattern you select or in maple or stainless steel. Extra heavy plywood cores are sealed against moisture and mold.

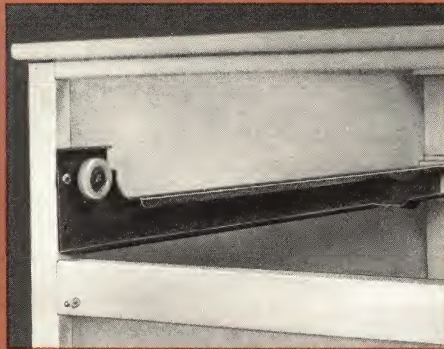


tops in all colors...

Here are the features that make...

GENEVA KITCHENS FAMOUS

FOR FINE QUALITY Because quality has always come first at GENEVA, today the name of GENEVA is synonymous with fine workmanship, the standard for the kitchen industry.



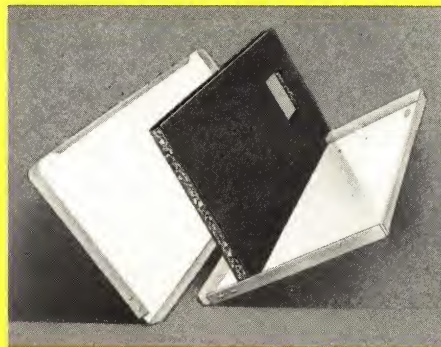
DRAWER SLIDE

You can't believe how easily Geneva drawers open and close until you actually test one. Reason is this heavy lead coated, interlocking steel slide with indestructible nylon roller.



NON-WARPING DOORS

... and drawers, too! Hot, humid summer weather can never cause Geneva doors or drawers to stick, warp or buckle. They are precision fitted for the lifetime of the cabinets. Wet weather will never cause you trouble again!



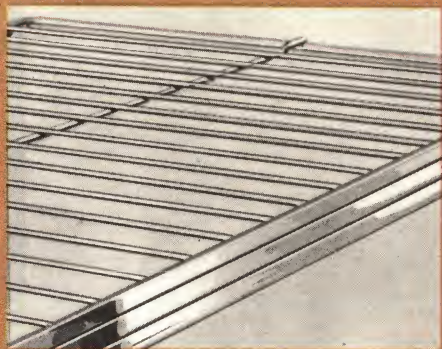
INSIDE PAINTING

Even inside surfaces of door and drawer fronts are painted—your insurance that rust cannot develop on the inside. Only Geneva goes to such precautions to assure enduring quality. Full thickness sound deadener is laminated between panels, adding great rigidity.



HANDLE PROTECTOR

Handles are made of chrome plated steel. Back of them a plastic cup allows more finger room, protects the finish from wear which is exceedingly hard around handle area. It's a Geneva "extra."



WIRE SHELF

Shelves are extremely rigid, smart in appearance, self-cleaning. They adjust to any height in cabinet on 1" centers. Wire is cadmium-plated, can never rust.

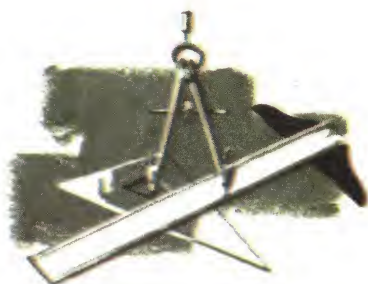


RESPECTED EMBLEM

This trademark stands for unsurpassed quality. It backs up the warranty found in every Geneva cabinet.

Striking Geneva First—Dramatic new *DÉCORTONE* lends a textured effect unlike anything you have ever seen. Famous designer, Angelo Testa, created the pattern, which can be used with any one of Geneva's "colors you love to live with." The effect gained here is the stylish answer to the decorating problem caused by the latest trend toward the "living kitchen."





YOUR GENEVA DEALER

is a kitchen specialist who can plan and install your kitchen to your complete satisfaction. He has experienced craftsmen who know how to do each job properly. Visit your GENEVA dealer's display room . . . he will be happy to demonstrate the famous GENEVA line to you . . . advise you on planning . . . costs . . . and methods of financing.

BUILDING OR REMODELING?

Consult your architect and your GENEVA dealer in the early planning stages so they can work together to give you the finest kitchen layout . . . Personalized Just For You.

CABINETS OF STEEL FOR LASTING APPEAL



GENEVA MODERN KITCHENS • GENEVA, ILLINOIS

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